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From: Ambrose, Linda J - Washington, DC on behalf of LaChance, Susan M - Washington, DC
Sent: Wednesday, September 14, 2011 12:52 PM
To: #HQ OFFICERS; #AREA VICE PRESIDENTS
Subject: Network Optimization- Communicating with Mailers and the Mailing Industry
Importance: High
Attachments: 2011 September Industry Outreach Toolkit.zip

With the announcement of the AMP Feasibility studies, and the supporting Media event, it is inevitable that our customers will have many questions. In an effort to support the needs of the mailing industry, as well as our customer facing employees, a Stakeholder Outreach Toolkit has been created.

Attached find content that has been created to advise mailers about the AMP Feasibility Studies and how they can obtain additional information, and/or provide comments and feedback. Additionally, you will find collateral material to support headquarters and field employees when receiving inquiries regarding the AMP study announcement.

The Stakeholder Outreach toolkit contains the following:

- 1) Sample of letter being mailed on 9/15 to all mailers who are Postalone/permit holders
- 2) Email Alert to Mailing Industry - Pre-September 15 Media Event
- 3) Email Alert to Mailing Industry – Post-September 15 Media Event
- 4) Core language for responding to Customer Inquiries and Call center Agent Scripting
- 5) Q&A for Business Mail Entry and Consumer & Industry Contact offices
- 6) BME signage

The materials in this toolkit can be used to address customer inquiries as a result of the September 15 media event that announces the Postal Service's intent to conduct an Area Mail Processing (AMP) study of mail processing facilities. We anticipate our employees will be receiving several questions as a result of the announcement. We must provide them the tools they need to address customers concerns and ensure they are providing consistent and accurate responses. Please share these materials with all employees within your functional responsibility who may respond to customer inquiries regarding the AMP study announcement.

Susan M. LaChance

12/23/2011